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5 SEM TDC E-COM 3 (Sp)

2014

(November)

COMMERCE

(Speciality)

Course : 503

(Essentials of e-commerce)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write the full form of the following : 1×5=5

(a) B-2-C

(b) C-2-G

(c) SET

(d) EDI

(e) e-bro

2. State the meaning of the following in one sentence each :

1×3=3

- (a) Wish list
- (b) EMI
- (c) Discount coupon

3. Write short notes on the following :

4×4=16

- (a) Encryption
- (b) e-stock trading
- (c) Intermediator-oriented market place
- (d) B-2-B

4. (a) Discuss various usage of internet in commerce. Do you think that it is a boon to use internet facilities for commercial transactions? Justify. 7+7=14

Or

- (b) Trace out the drawbacks of e-commerce. Suggest some remedies to minimize these drawbacks. 10+4=14

5. (a) Discuss the process of credit card transactions. How such process can be made secured? Elaborate. 6+8=14

Or

- (b) Discuss the demerits of electronic payment system with examples. 14

6. (a) Elaborate the customers' shopping procedure on the internet with examples. 14

Or

- (b) Discuss the benefits and its impact of e-tourism in industrial sector.

7. (a) Discuss any one architectural model of b-2-b with examples and assumptions. 10+4=14

Or

- (b) Discuss the meaning of 'just-in-time delivery' in B-2-C with a real time example. Discuss the advantages of EDI (internet based). 7+7=14

★ ★ ★